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1. (currently amended) A method for enabling a consumer to access the Internet using a television having at least one television tuner, comprising:

configuring the television to have plural television channels and at least one virtual channel,
the virtual channel representing a Web page;

providing a mixer receiving the television channels and virtual channel;

providing a switch receiving an output of the mixer; and

configuring the switch to pass either a television channel or the virtual channel, but not both,
~~the output~~ to a display based at least in part on a user channel selection of the television channel or
the virtual channel.

2. (original) The method of Claim 1, wherein content of the virtual channel is stored in memory within the television.

3. (original) The method of Claim 1, wherein content of the virtual channel is stored in memory remote from the television.

4. (currently amended) The method of Claim 1, wherein ~~the~~ updates to the virtual channel are sent via a DSL.

5. (currently amended) The method of Claim 1, wherein ~~the~~ updates to the virtual channel are sent via a cable modem line.

6. (currently amended) The method of Claim 1, wherein ~~the~~ updates to the virtual channel are sent via at least one vertical blanking interval (VBI) of a television signal.

7. (original) The method of Claim 1, further comprising:

receiving consumer input via a conventional television control device;

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using the input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the television.

8. (original) The method of Claim 7, wherein the input is received and stored in memory inside the television at a first time, and then transmitted to a site remote from the television at a second time.

9. (original) The method of Claim 1, wherein the act of sending updates includes:

sending information pertaining to at least one update to the television; and

at the television, using the information to determine whether to download the update to the television.

10-40 (canceled).

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